AMENDMENTS TO THE SPECIFICATION

Please replace paragraph [0012] with the following:

[0012] The ADS is operative to select one or more advertisements according to a targeting algorithm, which preferably operates on the basis of aggregate viewing information. Furthermore, the ADS may comprise a connection to an external targeting system. One example of an external targeting system is a PRIZM system. The ADS or a similar associated advertisement ~~management~~ selection system transmits advertisements and advertisement metadata to the AMS, which is also referred to by the acronym ADM, for persistent storage. The terminology of AMS and ADM are hence interchangeable as described and utilized herein. In response to receipt of a new advertisement, the ADM transmits an acknowledgement to the ADS upon receipt of the advertisement and advertisement metadata.

Please replace paragraph [0043] with the following:

[0043] The programmer 102 uses its distribution mechanism, such as a pitcher 112a, to transport the program to an NDVR control center 134 that provides NDVR functionality for one or more program or asset distribution systems. The NDVR control center 134 includes a receiving mechanism, such as catcher 116, that is in communication with pitchers from one or more programmers 102 or advertisers 136 to receive advertisement video and metadata for distribution. According one embodiment of the pitcher/catcher metaphor, content is sent from the programmer's "pitcher" 112a via satellite to a "catcher" server device 116 positioned at the NDVR control center ~~114~~ 134. Alternative methods include IP transmission over the Internet, possibly utilizing a VPN

(Virtual Private Network), SSH (Secure Shell), SSL (Secure Sockets Layer) or other secure transmission methods.

Please replace paragraph [0057] with the following:

[0057] Each client 140 utilizing the functionality of the NDVR control center ~~114~~ 134 has a physical interface for connecting to the distribution network 138, e.g., a coaxial connection. Typically, the client device 140, which may be embodied in a set top box or set top terminal, contains a programmable microprocessor 142 for executing program code that a user loads via an input/output ("I/O") interface 146 or that the client 140 receives over the distribution network 138. The I/O interface consists of both the physical and software I/O functionality that the client 140 provides, for example, a coaxial interface to the distribution network 138, and infrared interface for receiving signals from a remote control 150, a smartcard reader for reading and writing to smartcard media, etc. The client 140 also maintains a codec 148 for decoding audio and video data that it receives form the NDVR control center ~~114~~ 134 via the distribution network 138. As is well know to those of skill in the art, the client 140 may implement the codec 148 in hardware or as software that the storage component 144 maintains. Furthermore, the storage component 144, in addition to storing software, may provide storage for video content, such as advertisements, audio and still image data.